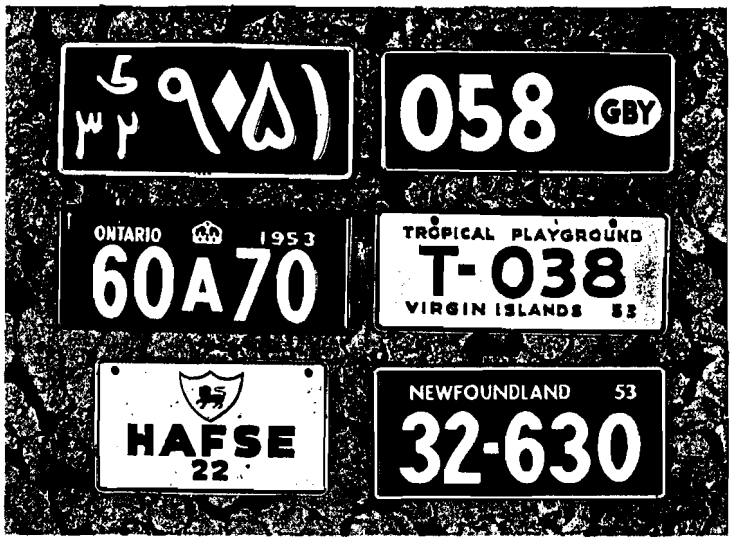


Miniature foreign license plates

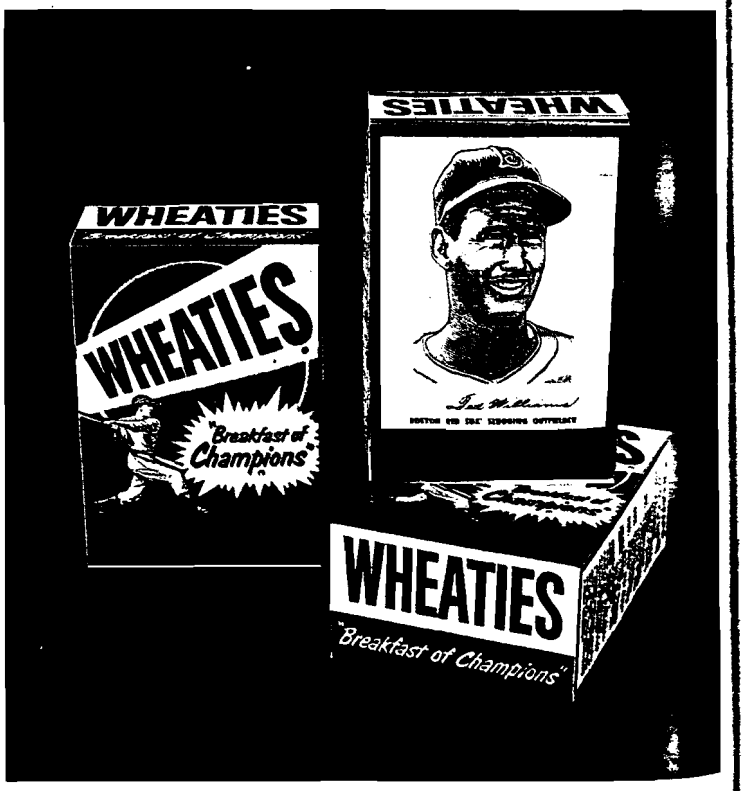
General Mills, stamped metal, 4–5" wide, 1953. $5.00–15.00 each.

Don Simonini Collection.

Yogi Berra Wheaties ad

General Mills, comic book back cover, 7" wide, 1953. $15.00.

Howard Bender Collection.



Ted Williams portrait – Wheaties

General Mills, single-serving boxes, 4" tall, 1953. $250.00.

John Fawcett Collection.